

CHAPTER I

INTRODUCTION

1.1. Background

As a multicultural country, Indonesia is well known for its rich cultures. It means that there are many languages, traditional clothes, and traditional foods in Indonesia. For traditional foods, every region has its own traditional foods such as West Sumatra has *rendang* as its traditional food. Meanwhile, in East Java, the traditional food is *rawon*. In addition, in Yogyakarta has *gudeg* as its traditional food. And Palembang has pempek as its famous traditional food.

Besides pempek, Palembang also has others famous traditional foods, such as *tekwan*, *model*, *laksan*, *kemplang*, and so on. It goes without saying that Palembang's traditional foods have been well known not only in local but also in international scope. It has been admitted that Palembang's traditional foods are very delicious. This opinion is supported by the increasing number of traditional restaurants in Palembang (Aryanti, 2010).

One of the restaurants that provides those traditional foods in Palembang is Dapur Cinta. This restaurant sells traditional foods such as *tekwan*, *model*, *laksan*, *kemplang*, etc. and some old traditional foods, for examples, *gandus*, *putu mayang*, *lumpur*, *kumbu kacang*, *gonjing*, *pare*, *glenak*, and others. This restaurant is not famous even though it has some attractive spots for instance, instagramable photo spots and beautiful spot with views of Musi River. Moreover, it has special place for eating which is on the boat in the bank of Musi River.

However, many people do not know about the Restaurant Dapur Cinta. It may be because this restaurant is new, it is located in *Seberang Ulu II*, and it is also located far from the main road. Moreover, it is hard to be accessed both using private and public transportation. Therefore, the restaurant needs to be promoted to increase both the locals and foreign tourist.

There are several kinds of promotion media such as print, electronic, and online media. Promotion using print media is generally carried out in offline promotions using booklets, brochures, posters, banners and so on. Then the examples of electronic media are television or radio. And the last, promotion through online media is carried out by utilizing various online media such as social media in Facebook, Instagram, Youtube and so on. Nowadays, promotion through social media is more effective than promotion through electronic and print media because the development of online media is more rapid and broad. According to Fedorov (2014), unlike print, broadcast, radio and other basic media, content shared via social media can be accessed by users more quickly and in a more scalable way. Moreover, information posted on social media experiences message repetition and can increase people's interest in a company's products (Suryani et al., 2020). In addition, according to Yodi (2019), promotion through print media is still less informative, a more effective way to promote it is through promotional video.

Promotional video has high impact in introducing a product. Teixeira (2017) a video can be used for promoting. Furthermore, video is considered as effective media to promote since video can be spread easily through online media. The consumption of online video has seen a rapidly rising trend over the past years (Bullock, 2016). The reason is because a video also can be produced in creative way by combining multiple aspects such as images, music, and voice. Moreover, Rosianta and Sabri (2018) state that video has several advantages in advertisement because the combination of visual and audio and it works well in delivering the messages and attracting viewers' attention. Moreover, copywriting can be used in video as media for promoting.

copywriting can be used in video to attract the audience. By applying copywriting in the video, the video will be more interesting. It is because in copywriting, there are elements which called AIDA, which one of them is "interest". This element shows fascinating things of the product being promoted.

Therefore, the writer is interested to write about **"The Video Copywriting of Dapur Cinta to Promote Palembang traditional Foods"**. The writer used the video copywriting as media to provide information and promote Dapur Cinta.

1.2 Problem Formulation

The problem formulation of this final report is how to make the video copywriting of Dapur Cinta to promote Palembang traditional foods

1.3 Research Purpose

The purpose of this research is for helping Dapur Cinta to Promote Palembang traditional Foods

1.4 Research Benefits

1. Theoretical Benefits

The results of this research are expected to contribute to the science, insight and world of education that can be a reference and an information for future studies of this kind.

2. The practical benefit

- a. For the writer, This research can be used as a training tool for writing scientific works.
- b. For the Polytechnic The results of this research will be expected to provide more input for universities and for office administration education. This study also provides additional reading material for the library.
- c. For Dapur Cinta this research can be a solution to increase customer to buying Palembang traditional Foods